

# Case Study: Online Interview Personal History Collections

Consumers choose online interviews for a faster personal history collection option

## OVERVIEW

Online interviews allow consumers to complete their medical and lifestyle questions in a manner most convenient and comfortable for them. This also allows insurers to quickly gather the necessary information to assess an applicant's risk.

## THE TRENDS

Clients are adopting alternative options for collecting personal history during the life insurance application process. As the new workflows are being implemented trends are emerging to help guide data collection decisions.



**58%** of consumers are choosing to complete the interview online vs. completing over the phone.



**1.9** business day turnaround time for online interviews. This is a 2-day improvement compared to traditional call center interview turnaround times.



**61%** of applicants completing online interview are 60+ years old. This shows that diverse generations appreciate the choice and are not intimidated by online option.

*Results based on ExamOne reporting*

### ONLINE INTERVIEW PERSONAL HISTORY COLLECTION PROCESS:

Applicant receives an email or text notification that includes a link to access interview, as well as client-specific call-in number to call center. Applicants can then complete the interview online or call in to the call center. If the interview has not been completed and outbound call campaign begins.

The final step of a scheduling a paramedical exam can be completed at the end of the interview which includes Quest Patient Service Centers (PSC) availability in addition to home/workplace mobile phlebotomy options.

**Contact your ExamOne representative to find out how these trends can help guide your data collection decisions.**